

# The ROYAL

VOLUME NINE

## CLEVELAND WINS TWO TESTIMONIAL PRIZES

### Many Excellent Letters Secured

The Testimonial Letter reproduced in the center of the page this month is the winner of the First Prize of \$25.00 in the Contest for Testimonial Letters on "Quality of Work" of the Royal Typewriter. This letter was submitted by Mr. W. H. Peate, a Salesman in the Cleveland Office and he is to be highly congratulated for securing it.

There is no one in business who has harder requirements to meet and higher standards to uphold, if they desire to make a success of the multigraphing and form letter business. When a well-known and successful letter company such as Cromwell-Crooks comes out so strongly in its indorsement of the Royal Typewriter, after using other machines for many, many years, it is very strong support of our statement that the Royal produces consistently better work than any other machine can hope to do.

Read the letter over carefully and no doubt you will be able to use it in helping to push sales.

The Second Prize in this month's Contest was also won by the Cleveland Office. Mr. M. C. Hull, Manager submitted the letter. It is from one of the biggest publishing houses in the Middle West—the Penton Publishing Company—and is quoted below, due to the fact that there is not space enough to reproduce it photographically. These people, also, have tried out many makes of machines and have found that the Royal is best adapted to their use. The point which impresses them most favorably is the beautiful character of Royal type impressions and they do not hesitate to say what they think of this important advantage. Being printers, their opinion should carry considerable weight because their own work must be perfect.

The third letter was secured from one of the biggest multigraphing companies in Chicago. This letter was submitted by Mr. R. C. Goldblatt, a Salesman in the Chicago Office, and he is the recipient of the Third Prize of \$10.00. This letter, also, is printed below.

These Testimonial Letters can be very valuable to you if you make the proper use of them. People are always anxious to know what results others have had with a product and confirming Testimonial Letters are very helpful.

We wish to thank all of those who have given their support in the second series of the big Testimonial Letter Contest. There were many letters submitted and most of them were very good. The Judges again had a hard time deciding which ones were the winners.

There are a few of the offices who have responded nobly to action and entered whole-heartedly into the spirit of the Contest. We have particularly in mind the Kansas City, Cleveland and Jacksonville Offices. We hope that a lot more offices will swing into action in this month's Contest on "Increased Output." It is our claim that more work can be turned out on the Royal, with less cost, than on any

other typewriter. This is one of our big features of sale. With its fatigue reducing qualities the Royal Typewriter enables the stenographer to speed up in her work, makes her do more letters in less time, and naturally at less cost to her employer. We know that this is so but we want to hear from users who have proved it to be a fact on their own work. Submit some real letters this month because it is a good point.

### The Penton Publishing Company

Cleveland, Ohio, July 1, 1924.  
Mr. M. C. Hull, Manager  
Royal Typewriter Company, Inc.  
Dear Sir:  
During the many years that we have been in the publishing business,

we have tried out practically all of the leading makes of typewriters, and our experience has proven that the Royal is distinctly the machine best adapted to our use.

Its durability was an important consideration, as was its ease of operation, but the clearness and beauty of its type impression was the feature that most impressed us.

Being printers as well as publishers, "quality of work" is a very important item with us, and it gives us pleasure to state that in our opinion the Royal is unequalled on this point.

Yours very truly,

The Penton Publishing Company,  
(Signed) J. D. PESE,  
Secretary



# STANDARD

NUMBER EIGHT

## OAKLAND WINS JULY "BEST OFFICE" PRIZE

### Business for the Month Shows Fine Increases

Right in the middle of the Summer, when business usually gives a few gasps and takes a nice rest until the Fall rush starts, the Royal Organization tightened its belt, took a flying start and showed some surprising speed. Last month's record was soon overtaken and before the month was over, last year's record fell too, all of which helps to show that Mr. Geissinger, Manager of the Oakland Office, in winning this month's heat of the big Qualification Contest had to do some tall sprinting. Mr. Geissinger has been running in good form right through the contest and playing up close around his quota, and there did not seem any doubt that before the Contest was over he would put across a month that was big enough to win.

Mr. Geissinger, like Mr. Jackson, the Winner of the first two heats in the Contest, is an old time typewriter man. He gives the best there is in him every month and is bound, sooner or later, to come out ahead. In the long run it is men like these two who contribute so largely to the success of any sales organization. They are consistent, brilliant producers and the Sales Manager never has to worry much about the results from the offices they control. There are many such offices in the Royal Organization and this fact is making the trend of America's typewriter business turn very decidedly in favor of the Royal. A typewriter which has outbuilt the industry and is represented by such offices and such managers as Oakland and Mr. Geissinger, cannot help forging to the top.

Oakland had a hard fight. Right at its heels, very nearly overtaking it, came the Rochester Office under Mr. B. F. Richardson. But two points behind, Fresno, another of the Pacific Coast Offices, made a very determined bid for second place, being just edged out by Rochester.

Los Angeles and Rockford, who have through their splendid records in July become factors in the Qualification Contest, finished fourth and fifth respectively, while Mr. Jackson of San Antonio, the former Winner, bounded up to sixth place.

Seventh, eighth and ninth were taken by Cincinnati, under its new manager, Mr. Wakefield, Erie and Buffalo, respectively. St. Louis finished in tenth place.

All of these Offices are to be congratulated upon the fine work they did in a month usually so difficult, as July. The records made by the Offices look more like peak business than Summer business and it was just hard work and enthusiastic salesmanship which brought these ten offices up to places which they occupy.

The present Contest in August is the last one of the Best Office Contests and the final month of the qualification for the big, Grand Prize Final in September, and should bring a very hot and interesting race.

## FIRST PRIZE LETTER ON "QUALITY OF WORK"

THE WAY IN

"A MAN'S MAIL ALWAYS GETS AN INTERVIEW"

— The —

### Cromwell-Crooks Co.

446-450 THE ARCADE  
CLEVELAND

MULTIGRAPHING  
ADDRESSING  
MAILING

July 8, 1924.

Royal Typewriter Company, Inc.,  
2082 E. 4th Street,  
Cleveland, Ohio.

Gentlemen:

For more than twenty years we have operated what is now said to be one of the best equipped multigraphing establishments in this part of the country, and it gives us great pleasure to acknowledge the co-operation we have received from Royal Typewriters.

We realized many years ago that nothing less than the one best typewriter would suffice for our use. Quality of work was of paramount importance to us as well as to our customers, and we also required the highest degree of durability as well as a typewriter that combined speed and ease of operation.

After experimenting with various makes we Standardized on Royal Typewriters, simply because, in our opinion, they are incomparable. Your slogan "Compare the Work" is indeed well chosen, as is evidenced by the many compliments we have received from our customers on this point; and we are pleased to state that the longer we use Royal Typewriters the more thoroughly satisfied we become.

Yours very truly,

THE CROMWELL-CROOKS COMPANY

*J. D. Cromwell*  
For J. D. Cromwell  
PRESIDENT.

### Devoe Letter Service, Inc.

106 North La Salle Street, Chicago,  
July 7, 1924.

Royal Typewriter Company,  
New York City.

Gentlemen:

We are pleased to state that we are now using twenty-two ROYAL Typewriters and find that it is the "Quality of Work" that has built up our business.

The ROYAL produces the "Quality" and we the "Work."

Sincerely yours,

DeVoie Letter Service, Inc.

(Signed) PAUL K. DEVOE,  
President.



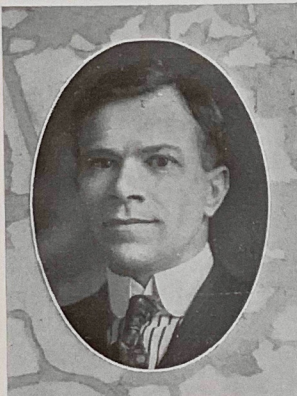
## Benson Typewriter Co. Shows 88% Increase First Six Months 1924

An interview with E. H. Benson  
Royal Dealer at Canton, Ohio

Mr. E. H. Benson, of the Benson Typewriter Company, Canton, Ohio, one of the winning Royal Dealers in the recent factory trip contest was asked while here how his business for the first six months of 1924 compared with the business for the first six months of 1923.

"An eighty-eight per cent. increase" answered Mr. Benson. "These are the best six months I have ever had."

"Well," he was asked "is general business so good in Canton?"



"In no way unusual," he replied.

"Well then, how do you account for the increase in your business?"

"I believe," Mr. Benson replied, "that it is due to the accumulated effect of the work we have done previously on the territory and to extra effort that we put in this year to take advantage of these increased possibilities. We have also found it possible to work the territory closer with an increased organization as a result of our business men's recognition of the Royal's advantages and our own ability to give service."

"I am known as the typewriter man of Canton. When people think of typewriters they think of Benson's and Royals and they think favorably of both. This is the idea I have been trying for ten years to build up and I have guarded the reputation of both the Royal and my own company with zealous care."

"In answer to your question as to whether I can maintain the amount of business that I have done during the last six months, I should say that it would depend upon the increased use of Royals by the present Royal users and individual users as there is not the same opportunity to take business from my competitors. If I get all their business I would not be able to show the same increase that I have shown in the last six months."

"I think the advertising that the Royal has done has been excellent, but it is quite general. We find some direct results, but not enough to depend upon. We depend upon our own efforts to get business. A good enthusiastic canvass of the possible users of my territory has furnished me with sufficient leads so that the dependence upon advertising is a second thought in my mind. The growth of Royal business has been partially due to the subject of Royal propaganda by the Royal users. The Royal itself is the best advertisement. The machine is prettier than the picture, and the Royal in use is much more convincing than printed matter on a magazine page."

"I have listened to alibis based on summer slumps, general depression, lack of buying power, but my experience has taught me that there always is plenty of business to be had if you go after it in the right way

## FULFILLED PROMISES REAP REWARDS

Satisfied Customers Pave Way to  
Future Sales

By L. E. LeMaster, Salesman  
Metropolitan Sales Dept.

Someone once told me that the difference between success and failure in selling goods was a matter of ordinary horse sense. I interpret that to mean the quality of service rendered. Therein, I think, lies the answer to the puzzle, as to why one of two men of about equal ability working territories of approximately equal productivity is a success and the other a failure.

The business man is not interested in a typewriter as a collection of related parts, assembled into a unit which is more beautiful or which operates more smoothly than other machines. He becomes an investor in a machine, only because he is made to see that it will perform its appointed tasks better and more quickly, over a longer period of time. In other words it is a question of better service. The success of the Royal Typewriter is founded on that ideal.

It is generally conceded that the man selling the Royal typewriter is in a position to offer the finest thing of its kind in the world. On the strength of that alone, with a reasonable amount of work he ought to be able to make at least a fair success. But when he adds to plenty of demonstrations the co-operation of the various departments of the Royal organization, real success is assured.

Leaving the ethics of his profession entirely out of the question, it seems to me that in simple duty to himself a man should make use of every possible assistance in gathering his profits while he may. I personally consider every department the company maintains a tool to be used for my special benefit in pulling in more business.

If I find a man who wants something in the way of a typewriter he has been unable to secure, particularly if competitors have been unable to supply it, I go after the business and then put it up to the Experimental Department to see me through. One of the best accounts I have ever secured is the result of Experimental Department co-operation. It is pretty well known in my territory that in this instance the Royal Typewriter Company delivered where two competitors had fallen down.

If I can't get a machine into a prospect's office any other way I secure the co-operation of the Employment Department. When I talk to a prospect about a typewriter and fail to interest him I invariably remind him that we have an employment department ready to serve him at any

and persistently enough. My main thought is that typewriters are being used continuously, that they are getting older all the time, that somebody is going to trade them out and if I don't get there somebody else will get the business. My main argument in selling typewriters is the quality of the work. However, in closing a sale it is not so much what I say as how I say it. It is my supreme confidence in the Royal typewriter as a perfect writing machine that convinces the customer and I never leave the customer or prospect until they are thoroughly convinced that I am sincere in my statement that I am selling the best typewriter manufactured. I know the Royal typewriter and believe in it, and so it is not difficult to convince my fellow townsmen of my own sincerity.

## 172 Royals for Denver Schools

We quote an article which appeared on July 16th in the "Rocky Mountain News," Denver's daily newspaper:

"Following its policy of keeping the equipment of the Denver Public Schools modern . . . the Board of Education has closed a contract with the Royal Typewriter Company, through W. H. Mitchell, Manager of the Denver Branch at 1818 California Street, for 172 No. 10 Royal Typewriters."

"The 172 typewriters will be distributed among 18 junior and Senior high and grade schools in the city to be ready for use upon the opening of the fall term."

The Royal is rapidly coming to its own in schools and business houses alike, as big, exclusive orders received in many cities is indicating. Go after schools with all your might, for the Royal is the ideal machine for their use.

time without charge either to himself or the stenographer.

I instruct my juniors to attempt to place a girl every time they make a canvass. Many times it is possible to place a typist where it is impossible to place a machine. I feel that having a stenographer who feels indebted to the Royal for her position in an organization and having an employer feel obligated for a competent employee is often better than placing an examination.

Right now I think of one company which has standardized on Royals because the Employment Department was successful in supplying an over critical employer with exactly the type of girl he wanted after both the typewriter company he had been patronizing and several employment agencies had failed. This particular employer who had previously made the sale of Royals in his immediate vicinity rather difficult is today giving the Royal plenty of free advertising.

It takes quite a lot of time to ascertain the likes and dislikes of an employer and to find the kind of girl he wants, just as it takes a great deal of time to follow up each stenographer placed and see that both she and her employer are satisfied. However I find that it is time well spent.

Right here I want to say that the Employment Department is my first line of defense against unfair discrimination by stenographers who take an arbitrary attitude and persist in trying to kill my chances of securing business. I always go to a great deal of trouble to convert a stenographer who from lack of knowledge of the Royal opposes it.

I find the Service Department a very efficient ally. I do not consider the Service Department merely an aggregation of mechanics. I consider a Service man as much an educator as a mechanic. Often a typist who persists in using a typewriter as it was never meant to be used will listen to a tactful Service Man where she will pay no attention to the salesman. I can recall many cases where the situation was saved by a tactful little talk by the service men who was in

a position to explain technical points I could not attempt to explain.

There is no question in my mind that other departments are ready to co-operate to the limit of their ability with the Sales Department. There are times, however, when it is impossible to take care of a customer in the regular way. Then it is that the matter of personal service determines whether the customer is to remain a satisfied Royal user or become a disgruntled one. I do not feel that I can afford to have a customer feel that he is being neglected in the smallest detail. For that reason I encourage my customers to get in touch with me at any time they have difficulties with their machines or feel that they are not receiving the attention to which they feel they are entitled.

I follow up all deliveries with demonstrations and then call back about a week later to be sure everything is all right. I try to call on the more important users at least twice a month and on every customer at least once every two months. That requires a considerable expenditure of energy and time but I find such calls very profitable.

I make it a rule never to fall down on a promise of delivery at a certain time. If delivery cannot be made in the regular way, I manage some way to get the machine to the customer at the appointed time, no matter what it costs me personally. A little incident will show that it pays.

One hot afternoon last month I received a telephone call from a colored business man who I shall call Mr. Jones. He had practically decided to purchase a machine of another make, but a friend had been so insistent that he give the Royal a chance that he yielded. He called at three o'clock to tell me that if I would get a machine to him before five he would look at it.

I was feeling the heat and in addition had laid out a schedule of calls which would keep me busy every minute until closing time and probably yield an order or two which I needed badly. I knew that there was not a chance of getting machine through the Service Department in time for

the afternoon delivery and that if I delivered the machine personally it would mean a ride of forty five minutes down town and another back with the machine under my arm and a good chance of standing all the way. I was sorely tempted to go on with my schedule and let my prospect wait.

However, I couldn't see that order go to a competitor without trying for it so I called the Service Department and was told that the machine would be ready for me by the time I got to the office. I grabbed a down town express, took the machine under my arm and went back. After a battle I left with the signed order.

After I had the order my customer told me that the company from whom he had been buying machines for years had never been able to make delivery in less than three days and that he only telephoned our office to please his friend and hadn't the slightest idea that the machine would arrive as promised.

In the course of our conversation he mentioned the name of a personal friend to whom I had been trying unsuccessfully to sell a machine. Naturally I mentioned that and after I had left Mr. Jones, who was pleased with the prompt service, called his friend on the telephone and persuaded him to buy from me. When I arrived there I received the order.

As if that were not enough Mr. Jones, before I left his office gave me a note to a young lady who was thinking of buying a typewriter. I ascertained that she usually returned home at 8:00 P. M. and managed to be there about the same time she arrived. When I left about nine I had another order, which made the day more profitable than I had anticipated.

As a sequel to the story I might mention that Mr. Jones telephoned me again today. He wants me to call on another of his friends the first of the week and sell him a typewriter.

In the matter of personal service I think that the salesman who would succeed can well adopt the slogan used so successfully in one of the Liberty Loan drives during the war, "Give till it hurts."

## Mr. Morgan Visiting New York

It is a real pleasure to welcome to New York, Mr. Walter D. Morgan, the genial Managing Director of the Visible Writing Machine Co., Ltd., London, Royal dealers for the British Isles. Mr. Morgan arrived August 6th, on the S. S. "Homeric."

Mr. Morgan is making his annual visit to New York and expects to remain here only for a few weeks. He is very anxious to return to London because of his conviction that in the immediate future, business conditions throughout the British Isles will materially improve and that there will be splendid possibility for the further development of the volume of Royal sales throughout the territory under his direction.

## L. & N. Finding It Hard to Resist

With the thought that it might interest the readers of the "Standard" we are reproducing an extract from the Bells, Tenn. Notes in "Lively Lines," the House Organ of the Louisville & Nashville Railway Company:

"The Royal Typewriter Company is well represented here, since Mr. Woodson and Mr. Guthrie have gotten their new wide carriage mills. This makes five Royals in the office besides my . . . I am almost afraid to leave mine here at night for it has been threatened with destruction under the wheels of some train. Guess I will have to fall in line in time."

Evidently our Louisville Office is hot on the trail of this big railroad.

It's grip and grit that conquer success—not alone the vigor with which one takes hold of his task, but also the doggedness with which he hangs on after he has taken hold—Selected.



## Royal Development in Austria

There are comparatively few typewriter concerns in Europe today that can claim to be among those who first placed the typewriter in a commercial way on the various markets of that part of the world. Recognized as one of the oldest and most experienced firms in the typewriter business in Austria, Messrs. Joe Lesti

present time. Realizing some time later that the Royal was destined to make its indelible mark in the typewriter history of the world, these gentlemen displayed their keen interests in the machine and its development with the result that in June, 1910, they were appointed as representatives for the Royal typewriter in the

development, interrupted only by the war, which, of course, tended to impede general business in the Central European countries, except for urgent war demands.

Prior to the war, however, our dealers, through their excellent connections and the tireless efforts of their entire organization, had succeeded in

environmental employees in the operation of Royal machines.

Naturally, during the war, it was extremely difficult and practically impossible for our dealers to continue their development of Royal business with the result that after the war, it was necessary for them to entirely reorganize their sales and service

and the fact is very evident that the Royal today enjoys a most excellent reputation throughout that country.

In the illustration in the left oval top center we have the pleasure of reproducing a photograph of Mr. Emanuel Lauterbach and the gentleman shown in the photograph in the right hand oval top center is Mr.



Nfg., Royal dealers for Austria, had the distinction, while the business was still under the direction of its founders, of introducing into Austria the first American typewriters that were sold in that country.

Some twenty years ago, the control of this firm was assumed by Mr. Jacob Ehrlich and Mr. Emanuel Lauterbach, who are the owners at the

territory comprising what was at that time the Austrian Monarchy. This concern thus had the distinction of also having introduced the original Model No. 1 Royal typewriter into that market.

During the fourteen year period that Messrs. Joe Lesti Nfg. have been dealers, Royal typewriter business in the Austrian market has shown steady

securing a solid foothold in the business among the foremost industrial, commercial and banking institutions as well as in the Government offices. In 1913, a large number of Royals were purchased by the Government and a separate school, equipped with our machines, was established for the purpose of instructing over 200 Gov-

ernmental employees in the operation of Royal machines. Naturally, during the war, it was extremely difficult and practically impossible for our dealers to continue their development of Royal business with the result that after the war, it was necessary for them to entirely reorganize their sales and service

of the firm. In illustration left top they are shown seated in their tastefully equipped private office, Mr. Ehrlich on the left and Mr. Lauterbach on the right.

The photograph right top presents a general view of the premises where our dealers maintain headquarters which are located at Biberstrasse 22,

*Continued on next page*



Continued from preceding page in Vienna. Messrs. Joe Lesti Nfg. conduct at this address one of the most complete establishments of its kind to be found anywhere in Austria. Everything has been done to provide their customers with every comfort and convenience. A view of their reception room is pictured in the illustration center.

A view of a section of the firm's offices is shown in illustration right center and their excellently arranged show-room is pictured in the photograph left center. A sample of every model of the Royal typewriter is kept on hand here so that demonstrations can be easily made for a customer at any time.

Our dealers have made adequate arrangements for giving Royal service to their customers, for which purpose they maintain an expert mechanical staff and an exceptionally well equipped repair shop. A view of the work-shop is shown in illustration bottom left, the Chief Mechanic being shown standing in the center.

The value of training future typists and stenographers to the use of the Royal typewriter has long been recognized by our Austrian dealers, who successfully opened the Royal School in Vienna on January 1st of the present year. The school has thus far made excellent progress, the number of students having increased considerably since its opening. It is a pleasure to reproduce the photograph bottom right showing a section of the busy Royal School which gives promise of excellent results for the future.

Our dealer's organization has also been widely extended into the provinces, where active and successful distribution of Royal machines is accomplished through sub-agencies located in the important cities of Linz, St. Polten, Graz, Leoben, Salzburg, Innsbruck, Bregenz and Klagenfurt.

The photograph in small oval center presents a view of the office of Mr. Franz Knotz, shown at the extreme right and Mr. Alois Knotz, shown at the extreme left, sub-dealers for the Royal in the city of Graz. These two gentlemen are also sub-dealers for the city of Leoben. Mr. Franz Knotz recently spent considerable time in the United States, at which time we had an opportunity of becoming well acquainted with him. Mr. Knotz gained a wealth of experience during his stay in our country that will prove valuable to him in his work and we have every confidence that the representation of the Royal in these two cities is in capable hands. We hope that in the near future, we will have an opportunity of showing more photographs relating to the other sub-dealers in the Austrian market.

The increasing sale of Royal machines in Austria during the past year reflects the gradual and steady return of normal conditions in that country and we have every confidence that under its present energetic and progressive management, Messrs. Joe Lesti Nfg. will continue to develop Royal business and we have every reason to feel that they will produce results of which we can all be proud.

#### Portland, Ore., School Qualifies Large Number for Royal Awards

We were highly pleased to receive from the Decker Business College, of Portland, Ore., a list of their students who had qualified for Royal Awards. The record is a very remarkable one. Eighty per cent. of the entire enrollment of the school have qualified for the awards now, and this includes many students who have been in the school but a short time. This remarkable record reflects highly upon both the typing teacher, Miss Churchill, and the Royal Typewriter, which is the popular machine in this large business college.

Mr. M. W. Canter of the Bristol Typewriter Company, Royal dealer at Bristol, Virginia, visited headquarters early in July. For several years Mr. Canter has sold more than 50 per cent. of all the Standard machines sold in that territory and last year the percentage of all Royals in proportion to all others reached even a very much higher figure.

When asked to what he attributed the success of the Royal in his territory he stated:

"I attribute the success of the Royal in my territory principally to the quality of the machine which satisfies the users. And I also want to give proper credit to the sales effort that has been made.

"I began selling goods 20 years ago and in the beginning I quickly found that when selling an article that I knew a great deal more about than my customer, it was natural to assume gracefully a dominating position in the sales interview. When I began selling Royals several years back, I determined to know my line.

"I do know typewriters and the typewriter business probably better than any competitor who has been on the territory for a long time. This knowledge has convinced me that I am selling a better typewriter. As a result a point made in demonstration or a simple statement as to Royal superiority is usually accepted by the prospect as the friendly advice of an



expert rather than the idle boast of a salesman.

"I am not afraid to meet competition wherever or however it may occur. I do not avoid competitive demonstrations. I have on occasions invited them. My method of demonstrating will prove to an unprejudiced person that the Royal typewriter is a better machine.

"I have studied it from a mechanical angle from the viewpoint of the uses to which it can be put and have compiled figures to check up the economy of its operation in comparison with other typewriters.

"I do not believe that a salesman can properly represent the Royal

## "KNOW YOUR BUSINESS"

Knowledge of Your Line Cornerstone to Success in Typewriter Business  
An Interview with M. W. Canter, Bristol Typewriter Company, Bristol, Virginia

Typewriter until he has thoroughly grounded himself upon every bit of information that can be used to advantage. Half way sales methods will not win success. My experience has taught me that the majority of typewriter salesmen do not know their business sufficiently well to be real competition or to cause me serious opposition where I have studied for years and can bring to bear the result of a great deal of study and care in perfecting myself in selling methods.

"I have great faith in the demonstration of the Royal Typewriter. I find few sales are made without it. I rely upon it as the main factor in making a sale. The quality of the Royal typewriter may speak for itself to some, but I take no chances. I know the Royal is good and I unhesitatingly say so in unmistakable terms. I make no statement about the machine that I cannot prove easily and in a most effective way. This does not come without study.

"If you insist on having an answer as to what I consider the principal cause of the success of the Royal in my territory, I should say:

"First—The Royal Typewriter itself.

"Second—The fact that I know my business which includes not only a good deal about every other line of business but a great deal about my competitors."

### A Perfect Record for July

The special drive put forth by our Royal dealers during the month of July produced results of which we feel proud. They secured a fine increase in sales over the same period last year and also contributed generously in the matter of school business.

We thank each one for the personal help in making this showing and con-

gratulate the following men who obtained a perfect quota score during July:

M. E. Bacon, Hopkinsville, Ky.  
Boulder Tw. Exchange, Boulder, Col.  
Carolina Typewriter & Office S. Co., Raleigh, N. C.  
Roy A. Davis, Colorado Springs, Col.  
William Dunning, Richmond, Ind.  
Ervin Tw. Exchange, Anderson, Ind.  
Glover Brothers, New Brunswick, Ga.  
B. M. Gragg, Pittsburg, Kan.  
R. O. Matthews, Fort Smith, Ark.

Nebraska Tw. Co., Lincoln, Neb.  
Office Specialties Co., Fargo, N. Dak.  
A. G. Packard, Hornell, N. Y.  
Patterson—Blair, Fayetteville, Ark.  
A. W. Peters, Battle Creek, Mich.  
Pocantello Tw. Ex., Pocantello, Idaho  
W. W. Prior, Trenton, N. J.  
J. E. Richardson, West Palm Beach, Florida  
H. J. Roof, Tampa, Florida  
Royal Tw. Agency, Phoenix, Ariz.  
Smith Tw. Ex., Saranac Lake, N. Y.  
Utah Tw. Ex., Salt Lake City, Utah  
C. W. Yates & Co., Wilmington, N. C.

### Russell & Cockrell Institute Novel Awards



This illustration of the class room of the splendid Amarillo High School was sent to us by Russell & Cockrell, Amarillo, Texas, our progressive dealers in the Lone Star State.

Standing on the extreme left in the group in the rear of the room is Miss Theresa Busey who is in charge of the Typewriter Department. Mrs. Gervis Taylor standing next to her is head of the Commercial Department. Next in line is Miss Opal Watson, of the Commercial Department. Mr. Dutch Vahue is the gentleman standing on the extreme right

and he is the typewriter specialist for Russell & Cockrell.

These dealers have instituted an excellent plan for rewarding the students who are progressing in their efficiency and speed in operating the Royal. It will be noticed in the picture at the right of a number of Royal Typewriters, are books which were presented to the students who reached the minimum efficiency standing. Russell & Cockrell have presented many books, beyond expectation, since they originated the plan. They have also given a special volume

to the student with the highest standing. The young man, sitting on the side of the room under the sign, is this star student. Each book so presented bears a distinctive label which states why the book was given to the student and bears the name of the Amarillo High School and our dealer.

Russell & Cockrell inform us that the teachers and students both "compare the work" and the result, of course, is very favorable to the Royal.

Our representatives are to be complimented for this excellent idea which has worked out so successfully.

### Dealers' 100 Per Cent. Club

The following dealers deserve special recognition as they have earned one hundred per cent. or more of their yearly quota to date:



1-BENSON  
Canton, Ohio



2-KING  
Carolina T. W. &  
Office Supply Co.  
Raleigh, N. C.



3-CASPER  
T. W. Ex.  
Casper, Wyo.



4-DAVIS  
Colorado Springs  
Colo.



5-DUNING  
Richmond, Ind.



6-ERVIN  
T. W. Ex.  
Anderson, Ind.



7-PAXTON  
Paxton T. W. Co.  
Bloomington, Ill.



8-PRIOR  
Trenton, N. J.



9-ROOF  
Tampa, Fla.



10-SNOW  
Wausau, Wis.

It is unfortunate that G. R. Abell, Brewington Typewriter Co., C. L. Eicholtz, Gerrie Press, W. E. Jackson, A. W. Peters, John Rugen, Smith Typewriter Co., and Typewriter & Office Supply Co., could not be listed in the Club this month inasmuch as they only needed a few more machines to make the perfect score.

We are confident that by the end of the year this Club will boast of a much larger membership.

Note: W. E. Jackson of Grenda, Miss., is hereby credited with 100 per cent. of his June quota and we regret that we failed to list him with the other 100 per centers in the last issue.

### M. A. D. CLUB FOR JULY



1-WALSH  
Royal T. W. Agency  
Phoenix, Ariz.



2-PRIOR  
Trenton, N. J.



3-BACON  
Hopkinsville, Ky.



4-ROOF  
Tampa, Fla.



5-GAFFANEY  
Office Specialties Co.  
Fargo, N. D.



## James C. Reynolds—Assistant Factory Superintendent

By Charles B. Cook, Vice-President

It's kind of difficult to present a word picture to our readers, of James C. Reynolds, or "Jim" as many call him. At work, he is always ready for more; at play, he is always ready for more. Never mind if things are breaking badly, he has a come-back,



and that come-back is work and getting at it. Like a horse sawing at the bit, he wants to get going and there is no place for the laggard with him. He sets a pace that only a booster can set; you've got to travel with him because his enthusiasm for the Royal is unbounded. I know those at the plant who know him daily and many of our Managers and Salesmen who have met him at the plant will think we have described him exactly as we know him.

The speed, the pep, the enthusiasm, the continual boosting, the going after quality production, maintaining discipline at the plant, the persistence in holding up proper and efficient inspection, has earned for Mr. Reynolds the remarkable loyal support of all who come in contact with him. His plans and schemes for developing boys of the plant into well trained typewriter men, are of great constructive value to this company. As a natural leader, he gives as well as inspires, confidence and loyalty.

Mr. Reynolds as a boy served four years of apprenticeship with the Yale & Towne Mfg. Company of Stamford, Conn., as tool and die maker, then being promoted to Assistant Foreman of one of their manufacturing departments. He was at this time, studying mechanical drawing at the Stamford Y. M. C. A., besides being a student at the Merrell College Night School. He worked in the model and experimental department of the Blick Typewriter Co., Stamford, Conn., going from there to the Varley Magnet Company, Providence, R. I., on tool production and mechanical drawing. He then returned to the Yale & Towne Company as a foreman in charge of a manufacturing department.

Later, in his desire to improve himself, he went to the Corbin Cabinet

Lock Company, New Britain, Conn., to build special production tools and again later went to the Mergenthaler Linotype Mfg. Company, Brooklyn, N. Y., as tool and die maker, spending some time on special gauge work. During his time in Brooklyn, he studied mechanical drawing, etc., at the Pratt Institute, Brooklyn, N. Y.

In 1906, he came to the Royal Typewriter Co. as tool, die and gauge maker, and due to his ability and experience was put in charge of small departments such as the Power Press Room, Spring Department and miscellaneous assembling. His success led to his promotion to Foreman of the Assembling Department. When the Royal factory was moved to Hartford, Conn., he was again promoted to head of Inspection and Production Departments. In 1918, he was promoted to Assistant Factory Superintendent, due to his personality, ability and aggressiveness, having in his charge Supervision of schedules of Production, Employment and Personnel, Plant Discipline, finished stock and part order department, etc.

"Jim" is 44 years old, married and has two fine healthy children. His promotion, like others in the Royal Factory, can't help but be an inspiration to the ambitious men who are comers in the Royal Organization. He expects service because he gives it.

## Another Accomplishment for the Royal Fife and Drum Corps

The Royal Typewriter Company Fife and Drum Corps has added another to its already long list of accomplishments in bringing to the city of Hartford, for the first time, the Annual State Convention and Field Day of the Connecticut Fifer's and Drummer's Association. The progressiveness in undertaking such a task, the thoroughness with which business details were attended to, and the energy and united effort displayed by all the members of the corps, are most commendable. It was an ambitious undertaking for so young an organization, but the skill and efficiency with which the affair was brought to a successful conclusion establishes a record of which the members of the corps, as well as the employees, executives and officers of the company that they represent, may well be proud.

The many newspaper notices were eloquent testimony of the widespread public interest that the affair created. But they gave no conception of the work necessary to make the convention such a marked success. Invitations were sent to more than a hundred organizations; fifty-two cups and medals were obtained for the winners of the various contests; over nine hundred dollars worth of advertising was procured by solicitation for the Souvenir Program, and numerous other details furnished constant work for all the members of the corps for

## J. E. Thrasher Leaves for Far East

It will be interesting to the entire Royal organization to learn that Mr. Jacob E. Thrasher was recently appointed Sales Director—Far East, in which capacity he will assist in the more intensive development of Royal



business in markets of the Far East.

Mr. T. T. Malleson, Foreign Sales Director, recently visited a number of the Far Eastern dealers for the Royal and his survey of the markets in that part of the world led to the recommendations that eventually resulted in the appointment of Mr. Thrasher for furthering the work that

had already been started. Mr. Thrasher sailed for Honolulu from San Francisco on July 22, aboard the S. S. "President Wilson." After his visit to Honolulu, he will proceed to Tokyo and thereafter will visit various other dealers in the Far East.

In his new capacity, Mr. Thrasher brings with him a wide experience gained through approximately twenty years of continuous association with the typewriter business in various parts of the United States. Engaged first as salesman, he later worked as branch manager for several of the typewriter manufacturers. Through his later years of development and organization work in the field, Mr. Thrasher extensively widened his acquaintance among the typewriter men in the domestic market.

For the past year, he has been engaged in branch office and dealer organization work for the Royal typewriter in the United States and in Canada. The successful carrying out of his endeavors in this field led to his selection for the new field that has been entrusted to him.

A man of genial disposition, Mr. Thrasher's experience and proven abilities in the typewriter business will prove invaluable to the Royal dealers he will visit. Hearty best wishes are extended to Mr. Thrasher for full success in the accomplishment of his new activities.

Needing quite a sum to make their 100% for the first half of 1924, they not only made it but raised it so high that first place for June is their reward. We wish them success for the last half.

In last month's Royal Standard we mentioned the fact that St. Louis can always be found around the top. During May they won third place and for the month of June we are glad to award second place to Mr. Appel and his men. You men who look forward to the last half must keep St. Louis in mind if you want first place. The St. Louis "Steamroller" is some organization.

From fourteenth place Mr. Buskirk managed to rise and capture third honor place for June. Indianapolis was in the same predicament as Philadelphia. They needed a big month and fought and captured it.

Below is a list showing the respective standing of the Departments:

1—Philadelphia	3*—New Orleans	2*
2—St. Louis	4*—Kansas City	3*
3—Indianapolis	5*—Washington	4*
4—Detroit	6*—Cincinnati	5*
5—Atlanta	7*—Hartford	6*
6—Baltimore	8*—Minneapolis	7*
7—Chicago	9*—Dallas	8*
8—Pittsburgh	10*—New York	9*
9—Cleveland	11*—Louisville	10*
10—Buffalo	12*—San Francisco	11*
11—Boston	13*—Los Angeles	12*
12—Portland	14*—Portland	13*

## Division No. 2

### "BRIDGEPORT WINS HONOR PLACE"

Mr. Anderson, the Foreman who has eighteen hits to his credit captured first place for June. This record indicates clearly in our minds that the man at the helm and not his location is the determining factor when it comes to success.

St. Paul, under the guidance of Mr. Sanders managed to end up the first half of 1924 with a good finish. Mr. Sanders started out just like a seasoned runner with a smooth stride and gradually "let out" coming into second position.

Picture another runner behind St. Paul striving with all energy to pass him and you get a good picture of Mr. Case, of Albany, who managed to make the 100% for the first half and also pulled down third place.

Below is a list showing the respective standing of each Department.

1—Bridgeport	25—Milwaukee
2—St. Paul	26—Seattle
3—Albany	27—Birmingham
4—Worcester	28—S'gfield, Mass.
5—Waterbury	29—Wichita Falls
6—Harrisburg	30—Providence
7—Port Worth	31—New Haven
8—Jacksonville	32—Texarkana
9—Omaha	33—Akron
10—Portland, Me.	34—Youngstown
11—Scranton	35—Springfield, Ill.
12—Denver	36—Evansville
13—Columbus	37—Newark
14—Richmond	38—Kalamazoo
15—Fresno	39—Davenport
16—Duluth	40—Little Rock
17—Houston	41—Rockford
18—Toledo	42—Grand Rapids
19—South Bend	43—Memphis
20—Wilmington	44—Syracuse
21—Des Moines	45—Fort Wayne
22—San Antonio	46—Peoria
23—Bangor	47—Sacramento
24—Oakland	48—Springfield, Ohio
25—Erie	49—Birmingham
26—Dayton	50—Waco
27—Rochester	51—Tacoma

## TO INCREASE NETS—

### INCREASE EARNINGS

weeks before the convention.

Although the hiring of the State Armory, the purchase of prizes, feeding the hundreds of visitors, and advertising, created an expense which ran to hundreds of dollars, the event was a financial success. Here again is evidence of the splendid management of the committees and members of the corps. That this, their greatest undertaking, was carried out so successfully gives us reason to look forward to long life, and further achievements of this typically Royal organization.

## Royal Factory Fife and Drum Corps Radio Casting

On the evening of July 4th the Royal Typewriter Fife and Drum Corps gave a splendid radio casting from Station WBZ, Springfield, Mass.

The Royal organization throughout the United States, who had been advised of this before hand tuned in where "old man static" did not interfere too much and judging from the many favorable comments on the evening's entertainment they will be asked to radio cast very soon again.

The following are some of the comments received by Station WBZ, of Springfield, Mass., and which are eloquent testimony of the way the entertainment was received:

Columbus, Ohio—Especially wish to commend.

Danielson, Conn.—Work was very good and pleasing.

Ont., Canada—The first Fife and

Drum Corps heard over Radio. Very good, indeed.

St. Paul, Minn.—The artists of the Royal Typewriter Fife and Drum Corps are fine. Reception good and clear, ought to be heard clear to Pacific Coast.

Hamilton, Ont.—Especially wish to commend the playing of the Royal Typewriter Fife & Drum Corps.

Olney, Phil.—Thank those who put up such fine work.

Milwaukee, Wis.—Fine program, especially the Fife and Drum Corps.

Waterville, Me.—What a welcome change to the Convention. The Royal Typewriter Fife and Drum Corps sure are good.

Hopkinton, Mass.—The Royal Fife and Drum Corps was enjoyed by all of us.

Lexington, Ken.—Especially commend the Royal Typewriter Fife and Drum Corps.

Conway, N. H.—Thank the Fife and Drum Corps who made such fine broadcasting possible.

## SERVICE DEPARTMENT CONTEST FOR JUNE

### Division No. 1

#### "FINE WORK PHILADELPHIA"

The month of June belongs to our Philadelphia Foreman Mr. Steele and his staff of co-workers. A better and more timely sprint could not have been made by this band of men.

# GOAT-GETTER RECALLS BOYHOOD DAYS





## THE ROYAL M. A. D. CLUB NOW HAS 219 MEMBERS

We are publishing this month a list of the entire membership of the Machine-A-Day Club. Men who made the Club in July are indicated by an asterisk beside their names. Repeaters for July also have a number which indicates the times they have made the club since its inauguration.

### THE NEW M. A. D. MEMBERS FOR JULY



E. H. KRALL  
Cleveland



L. Goodwin  
New York



L. E. WHITE  
St. Louis

<b>AKRON</b> L. J. Michel	<b>DAYTON</b> O. P. Gilmore	<b>NEW HAVEN</b> W. A. Mulligan	<b>PHILA.—Cont.</b> E. V. Sherry 4*
<b>ATLANTA</b> J. W. Mann 9*	<b>DENVER</b> W. H. Mitchell	<b>NEW ORLEANS</b> W. J. Creger	A. C. Headley
<b>BALTIMORE</b> J. C. O'Keefe	<b>DETROIT</b> W. L. F. Hosford	<b>NEW YORK</b> F. Pritchard	E. T. Garland
E. G. Dodge 14*	C. W. Knox	J. J. Freund	<b>PITTSBURGH</b> M. V. Miller 20*
V. Hoffman	E. L. Owen	D. J. Allingham	A. E. Hanna
<b>BANGOR</b> H. W. Boshan	<b>ERIE</b> C. V. House	H. W. Van Ness	<b>PORTLAND, ME.</b> W. E. Ayers
<b>BOSTON</b> F. A. Smith	<b>EVANSVILLE</b> W. H. Courtenay	G. M. Guest 19*	<b>PORTLAND, ORE.</b> G. D. Roe
H. I. Crocker	<b>FORT WAYNE</b> T. F. Bell	T. M. Gleason 18*	H. J. Brown
H. E. Burton 10*	<b>FORT WORTH</b> P. H. Billman	A. C. Wiles	<b>PROVIDENCE</b> E. D. Crandall
D. R. Austin	<b>FRESNO</b> H. H. Tompkinson 7*	C. K. Freund	J. L. Schora
E. J. Edwards	<b>GRAND RAPIDS</b> C. D. Walker	H. W. DeMott	F. Herwitz 2*
E. F. Gallup	<b>HARRISBURG</b> C. H. Whiteman	R. C. Robinson	<b>RICHMOND</b> A. Bartlett
C. H. Palmer	<b>HARTFORD</b> H. F. Brainerd 20*	J. Schwartz 11*	<b>ROCHESTER</b> B. F. Richardson 3*
B. W. Simpson	<b>HOUSTON</b> J. L. Hunt	G. N. White 14*	C. C. Burgess
<b>BUFFALO</b> H. H. Nunamaker 8*	<b>INDIANAPOLIS</b> W. F. Teer	C. C. Waters	<b>SAN FRANCISCO</b> C. H. Billington
C. H. Pillow	<b>JACKSONVILLE</b> J. H. Hince	R. B. Brandes	J. C. Deardorf
<b>CHICAGO</b> H. Nuhn 10*	<b>JOHNSTOWN</b> T. M. Patterson	H. J. Fuchs	T. N. Colwell
P. S. Jones	<b>KANSAS CITY</b> P. W. Jones	E. J. Matthews 6*	P. Pearson
J. M. Roberts	<b>LOUISVILLE</b> J. T. Wellman 20*	G. R. McAllister	D. G. Becknell
E. H. Johnson	<b>MILWAUKEE</b> W. A. Partee	G. Rannenber	S. N. Howell
A. J. Redding	<b>MINNEAPOLIS</b> F. B. Thorne	L. E. LeMaster 3*	H. G. Jones
R. C. Goldblatt		A. B. Safr	A. W. Morf
H. P. Sutton		W. B. Mullane	<b>SOUTH BEND</b> Bert Mowers
W. B. Larsen		J. Weinstein	<b>SPRINGFIELD, MASS.</b> L. B. Behan
B. P. Hamil		A. Graf	F. L. Gallup
J. C. LaBorence		C. E. Clark	L. G. Davidson
A. C. Wheeler 3*		M. B. Gray	D. M. Elliott
W. R. Pike		J. E. Guy 3*	L. F. Reynolds
L. E. Wilson 3*		I. Rubin 2*	G. M. Davis
W. E. Howard		N. Sykes	H. E. Shifflette
<b>CINCINNATI</b> S. D. Wakefield 5*		L. Goodwin	L. E. White *
G. C. Kinnamon		<b>NEWARK</b> H. C. Hess	<b>TOLEDO</b> N. B. Boulware
C. J. Bailey		<b>OAKLAND</b> J. E. Geissinger 2*	<b>WASHINGTON</b> H. L. Rudnick
<b>CLEVELAND</b> W. C. Rodgers		<b>OMAHA</b> F. P. Shedd	S. E. Richter 5*
W. H. Peate		<b>PEORIA</b> R. E. Mason	H. D. Cashman 3*
M. C. Hull 6*		<b>PHILADELPHIA</b> J. W. Turner	<b>WICHITA FALLS</b> J. B. Reighard
E. H. Krall *		I. J. Gough	<b>WORCESTER</b> A. R. Smith
<b>COLUMBUS</b> L. D. Teeters		H. K. Goslin	
L. V. Bell		L. A. Dunn 8*	
<b>DALLAS</b> J. H. Kennedy			

#### DEALERS

1—E. H. Benson Canton, Ohio	13—W. W. Cantor Bristol, Tenn.	25—H. B. Harper Anderson, S. C.
2—J. E. Gaffaney * Fargo, N. D.	14—H. C. Schumacher Glendale, Tenn.	26—J. E. Wilcox Oklahoma City, Okla.
3—S. W. Grant Beaumont, Texas	15—J. J. Flynn Jamestown, N. D.	27—Pound & Moore Co. Charlotte, N. C.
4—T. N. Prior Trenton, N. J.	16—H. Rowe Fairmont, W. Va.	28—G. A. Pearce Abilene, Texas
5—H. J. Roof * Tampa, Fla.	17—L. F. Spiece Bucyrus, Ohio	29—B. M. Kelly Charleston, N. C.
6—G. N. Paxton Bloomington, Ill.	18—W. W. Prior * Trenton, N. J.	30—J. A. Ross Canton, Ohio
7—L. L. Larkin Utica, N. Y.	19—C. B. Weissinger Albuquerque, N. M.	31—R. G. Nichols Topeka, Kansas
8—A. R. Rehm Albuquerque, N. M.	20—H. H. Phillips Trenton, N. J.	32—Tulsa T. W. Co. Tulsa, Okla.
9—H. Tuell Chattanooga, Tenn.	21—A. G. Packard Hornell, N. Y.	33—Carolina Typ. & O. S. Co.
10—H. J. Smith Parkersburg, W. Va.	22—Scott-Parker Co. Macon, Ga.	34—Royal T. W. Agency * Phoenix, Arizona
11—C. E. Anderson Pasadena, Cal.	23—F. L. Patty Austin, Texas	35—M. E. Bacon * Hopkinsville, Ky.
12—I. Vincent Topeka, Kan.	24—H. G. Bancroft York, Pa.	

CANADA—Royal Typewriter Company, Limited

1—W. A. MacLean, Mont'l 2—J. S. Dunn, Montreal 3—T. G. Lewis, Ottawa

GREAT BRITAIN—Visible Writing Machine Co., Limited, London

1—H. D. Ebbutt	7—J. Sears	13—L. Harris
2—J. Harrison *	8—W. H. Roberts	14—C. A. Bak
3—F. Tree	9—James Hunt	15—R. T. Hepworth
4—H. W. D. Buckridge	10—W. D. Morgan	16—F. W. Johnson
5—C. Salter *	11—B. Harris	17—S. H. Goodwin
6—H. Herman	12—A. F. Thomas	18—A. J. Van Dervelde *

AUSTRALIA—Sydney Pincombe, Ltd.

1—W. J. Sheehy  
2—R. G. Hood  
3—E. W. Rutledge

CZECHOSLOVAKIA—Joseph Foist

1—Alois Foist  
2—L. Mazanek  
3—J. Hejman  
4—A. Smatlak

FRANCE—J. H. Davis & Co.  
J. H. Davis

Mexico—M. E. Raya & Company

1—Alfredo Aguirre  
2—Alonso M. Garza

LATVIA—O. & J. Dalitz Bros.

James Dalitz

GUATEMALA—James P. Howell:

1—D. V. Elias  
2—V. M. Ramirez

SWEDEN—Aktiebolaget Maskinaffaren

Royal Standard  
Jonas Eriksson

## SCHOOL SALES CONTEST

### Providence Wins for June and July

Our reports for June and July show that Providence by securing 387 per cent. of its quota gets possession of our School Department Cup. Atlanta is second, Bangor third, South Bend fourth, and Los Angeles fifth. The remarkable record made by Providence is the result of continued and systematic effort, and it is my opinion that the office which gets this Cup away from Mr. Herwitz will have to put up a hard fight.

Los Angeles secured over 480 per cent. of its quota for the month of July. Providence was second with 400 per cent., Fresno third with 380 per cent., Bangor fourth with 375 per cent., and Atlanta fifth with 311 per cent. Oakland made 300 per cent. of its quota, and Erie, Johnstown, Bridgeport, Cincinnati, and Rockford secured over 200 per cent. of their quotas.

Our dealers made an exceptionally fine showing in July, and Mr. Stewart, Manager of our Dealers Department, has informed me that the school sales so far this month show a big increase even over those of July.

Below are the standings of our offices for the month of July, also for the months of June and July based upon percentage of school quotas secured.

#### Report of School Sales Contest for July

1—Los Angeles	23—Akron	39—Worcester
2—Providence	24—Louisville	40—St. Louis
3—Fresno	25—Portland, Ore.	41—Baltimore
4—Bangor	26—Portland, Me.	42—Indianapolis
5—Atlanta	27—Newark	43—Columbus
6—Oakland	28—Buffalo	—Davenport
7—Erie	—Evansville	—Dayton
8—Johnstown	29—Cleveland	—Ft. Wayne
9—Bridgeport	30—Chicago	—Fresno
10—Cincinnati	31—Grand Rapids	—Harrisburg
11—Rockford	—San Francisco	—Houston
12—Hartford	32—Pittsburgh	—Kansas City
13—Richmond	33—Philadelphia	—Little Rock
14—South Bend	34—Springfield, O.	—Memphis
15—Toledo	—Waco	—New Haven
16—Sioux City	35—Minneapolis	—Peoria
17—Springfield, Mass.	36—Dallas	—Rochester
18—New York	—Jacksonville	—Scranton
19—Duluth	—New Orleans	—Springfield, Ill.
20—Milwaukee	37—Des Moines	—St. Paul
21—Omaha	—Wichita Falls	—Washington
22—Boston	38—Albany	—Wichita Falls
	—San Antonio	—Youngstown

#### Report of School Sales Contest for June and July

1—Providence	16—Bridgeport	31—Akron	—Memphis
2—Atlanta	17—Boston	32—Birmingham	39—Albany
3—Bangor	18—Newark	—Chicago	—Denver
4—South Bend	19—Grand Rapids	33—Kansas City	—San Antonio
5—Los Angeles	20—Evansville	34—Cleveland	40—Worcester
6—Fresno	21—Seattle	35—Dallas	41—Columbus
7—Rockford	22—Buffalo	—Jacksonville	42—Davenport
8—Cincinnati	23—Toledo	—New Orleans	—Detroit
9—Johnstown	24—Louisville	—Philadelphia	—Ft. Worth
10—Oakland	25—Portland, Me.	—Washington	—Harrisburg
11—New York	26—Sp'gfield, Mass.	36—Des Moines	—Houston
12—Milwaukee	27—Sioux City	—St. Louis	—Little Rock
—Portland, Ore.	28—Pittsburgh	37—Indianapolis	—New Haven
—Erie	29—Duluth	—Springfield, O.	—Peoria
13—Hartford	—Ft. Wayne	—St. Paul	—Rochester
14—Minneapolis	—San Francisco	—Waco	—Scranton
15—Omaha	30—Baltimore	—Wichita Falls	—Springfield, Ill.
		38—Dayton	—Youngstown

A. M. STONEHOUSE,  
Manager School Department.

## EMPLOYMENT DEPARTMENT

Our Employment Department for July made a good showing both in the positions filled and in the number of sales secured. Atlanta has been making some fine records during the last few months and again heads the list of District Branches under "Positions Filled" by securing over 200 per cent. of its quota. New York is second with 130 per cent., Boston third with 111 per cent., Chicago fourth with 109 per cent., and Portland, Oregon, fifth with 105 per cent. Buffalo is first under percentage of sales secured, Washington second, Kansas City third, New York fourth, and Pittsburgh fifth. By securing 150 per cent. of their sales quota Atlanta and Chicago tie for sixth place.

During the last few months our St. Paul and Richmond offices have been making exceptionally fine records in the number of positions filled. St. Paul was in first place in June but Richmond heads the list in July by securing 400 per cent. of its quota. St. Paul was a close second with over 300 per cent. Peoria is third, Duluth fourth and Akron fifth.

The reports below show the standing of both our Branches and District Branches.

#### BRANCHES

Positions Filled	
1—Richmond	7—Oakland
2—St. Paul	—Worcester
3—Peoria	8—Portland, Me.
4—Duluth	9—Providence
5—Akron	10—Omaha
6—Grand Rapids	—South Bend
	11—Newark

#### DISTRICT BRANCHES

Positions Filled	
1—Atlanta	10—Baltimore
2—New York	11—Cleveland
3—Boston	12—Washington
4—Chicago	13—Kansas City
5—Portland, Ore.	14—Philadelphia
6—Detroit	15—Louisville
—Hartford	—Minneapolis
7—Indianapolis	16—Los Angeles
8—St. Louis	17—Buffalo
9—Dallas	18—Pittsburgh

#### DISTRICT BRANCHES

Sales	
1—Buffalo	10—Dallas
2—Washington	—Indianapolis
3—Kansas City	11—Louisville
4—New York	—Minneapolis
5—Pittsburgh	—Portland, Ore.
6—Atlanta	12—Boston
	—Philadelphia

A. M. STONEHOUSE,  
Manager School Department.